



AN ANALYTICAL STUDY ON DEVELOPMENT OF TOURISM INFRASTRUCTURE IN TELANGANA

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ABSTRACT

Tourism has emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. The economic might of the tourism industry has helped to transform societies often for the better. Tourism provides a major economic development opportunity for many countries and a means for improving the livelihoods of their residents. From the earliest times, travel has fascinated man. Much of travel in the beginning was largely unconscious and rather a simple affair. The heavy procedures that we witness in travel today were not to be found in olden days. The travel past is merchant, pilgrimage, a scholar and relation in the search of new experience. Travel today totally changed and mostly tourists travelled for many reasons and new experiences. The tourism industry is grappling with the issue of service quality and recognizes that this is the key to long-term success (Foster, 2001). The complexities of today's competitive business environments in tourism have made quality as one of the most important sources of competitive advantage. Telangana is located in the southern part of India and is renowned for its natural attractions, temples, palaces, forts and other heritage sites. The rich cultural heritage of the state makes it one of the most visited tourist destinations in South India. According to the Telangana State Tourism Development Corporation, about 92.8 million and 0.318 million domestic and international tourists, respectively, visited the state in 2018. This tourist-friendly state has a large number of big and small accommodation options including budget, luxury and heritage hotels, homestays and resorts. State has tremendous opportunities and all that is needed is to find an acceptable solution to give home tourism a prospect.

KEY WORDS: Tourism, Global industry, Business environment, Cultural heritage, tourism a prospect.

INTRODUCTION:

Tourism today is one of the world's fastest growing and oldest industries. With the advent of industrialization people has started moving in large numbers to places away from their usual places of residence and work with view to seek change. The trend has continued until tourism became a mass phenomenon. This phenomenon is a visible result of the great technological developments which have changed the social geography of the world since nineteenth century. Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on business in the tourism industry, and the opportunity for employment in the service industries associated with tourism. Tourism is sensitive to the world economic and political conditions. It can occur on a large scale where the great majority of people enjoy some prosperity and security. Tourism and holiday making on global as well as national scale is a manifestation of prosperity and peace. WTTC (World Travel and Tourism Council) is firmly committed to realizing the industry's potential for growth and ensuring maximum and sustainable benefits for everyone involved. Tourism as one of the industries which generates the most employment, Travel and Tourism needs the complete understanding and support of governments and international organizations in order to realize its full potential for the benefit of all. Telangana state came into existence as a separate State on 2nd June 2014 in India. Telangana is located in the Southern peninsula of India. The state is land locked by Andhra Pradesh to the south and east, Maharashtra and Karnataka to the west, and Odisha and Chhattisgarh to the north.

OBJECTIVES OF THE STUDY:

- To understand the present scenario of tourism Industry in the state Telangana.
- To discuss the potentiality and prospects of tourism in Telangana
- To study the Infrastructure development in Telangana.
- To make suggestions to promote tourism in Telangana

RATIONALE OF THE STUDY:

Telangana is located in the southern part of India and is renowned for its natural attractions, temples, palaces, forts and other heritage sites. The rich cultural heritage of the state makes it one of the most visited tourist destinations in South India.

According to the Telangana State Tourism Development Corporation, about 92.8 million and 0.318 million domestic and international tourists, respectively, visited the state in 2018. This tourist-friendly state has a large number of big and small accommodation options including budget, luxury and heritage hotels, homestays and resorts. It has tremendous opportunities and all that is needed is to find an acceptable solution to give fine development of tourism in the state, present days there are good available infrastructure facilities related to tourism in the state.

RESEARCH METHODOLOGY:

The collection of data in this research paper was done through the survey method. The present study was based on primary data and secondary data. The primary data were collected by administering questionnaires to tourism department officers and tourists who have been to visit to Telangana. Secondary data were used, to support the primary data. The major sources of information were the various journals, newspaper reports, research articles, market research agencies and the World Wide Web.

Brief about Telangana:

Telangana has an embellished history, which is handed over by the erstwhile rulers. Telangana holds a wealthy tapestry of architecture, monuments, fortresses, heritage buildings, museums and other sites. Telangana is a treasure trove of ancient relics. Telangana arts, crafts and handlooms are world-renowned and bespeak of archaic traditions and rich culture. Telangana has a population of 350.04 lakhs (As per Census 2011) and 136.09 people reside in urban areas and remaining 213.95 Lakhs in the rural areas. Thus, 61 percent of the total population resides in rural areas while 39 percent resides in urban areas which is higher than the all India level of urban population at about 31 percent. The state is the newest state formed in India and has a very rich and old culture of Telugu community with a rich heritage of the Telugu people and the Nizams of Hyderabad who ruled the region. The major language in the state is Telugu. The state is one of the prosperous southern states and because of the recent bifurcation of the Larger state of Andhra Pradesh and after the bifurcation the state has landed up with huge natural and services resources which have made the state liberal in infrastructure and economic spending which have increased the standard of living of the people of the state. The state is very industrialized but the majority of the population of the state is dependent on agriculture and livestock as their major source of income. The main agricultural products are Rice, Tobacco, Maize, cotton, oilseeds, Sugarcane, Mango, Horticulture of flowers like roses and livestock like Cattle, Poultry. The state has many manufacturing industries like Textile, Pharmacy, Biotechnology, cement, Machine parts, Automobile, Healthcare, Tourism and many industries.

Tourism Attractions in State:

The state because of its varied and rich heritage have many places and monuments which can be visited like the Famous Charminar of Hyderabad, Golconda Fort, Qutb Shahi Tombs, Kakatiya Kala Thoranam, Bhongir Fort, Paigah Tombs, Nagunur Fort, Chowmahalla Palace, Falaknuma Palace, Salarjung Museum, Warangal Fort, Buddha Statue in Hussain Sagar lake. The state have many Hindu and Muslim religious places which accounts for the religious tourism like the Birla Mandir, Jagannath Temple, Balkampet Yellamma Temple, St. Mary's Church, Mecca Masjid, Swayambhu Sri Lakshmi Narasimha Swamy Kshetram, Bhadrachalam, Nagunur Temple, Manyamkonda Sri Lakshmi Venkateshwara Swamy Temple, Medak Church, Jain Mandir, Dichpally Ramalayam, Thousand Pillars Temple and many others.

The state has a rich art and culture which include the Cherial Scroll Paintings,

Nirmal Paintings, Batik the Paintings, Dokra Metal Crafts, Bidri Craft, Pochampalli Handlooms, Gadwal Handlooms, Pearls, Banjara Needle Crafts, Naryanapet Handlooms, Nirmal Toys. The main attire of the people is shirt and lungi, Suit and Saree. The mouthwatering cuisine of the state includes Dum Ka Biryani, Qubani Ka Meetha, Hyderabad special biryani, Irani Chai, Sakinaalu, Sarva Pind. The other sites that are a tourist attraction are the Hussain Sagar lake in Hyderabad and Secunderabad, Kuntala Waterfall, Bogata Waterfall, Savatula Gundam Waterfalls, Nagarjuna Sagar, and many more which are a good picnic spot for the tourists and local visitors.

The adventure sports include rock climbing, trekking, Speed boating and many other. The state is one of the business hubs of India and has world-class medical and healthcare infrastructure along with many research and educational institutes which provides for Business, Health, and educational tourism. Telangana has 3 national parks of a total area of 19.62 Sq. Km and 9 wildlife sanctuaries present. The state has a good wildlife present and therefore there are rare exotic and native species of birds, mammals, snakes, amphibians and other flora and fauna. Kawal is a dense forest region, which is home to endangered tigers. And the presence of so many wildlife protected area presents an opportunity for wildlife and natural tourism.

Development Infrastructure in Telangana:

The state has a total of 2,423 km of National Highways. There are six national highways that run through the state of Telangana making commuting between cities easier. NH7 is the longest national highway in Telangana that enters the state from Adilabad in the north and goes till Mahbubnagar before exiting the state on its South. The other important highways present in the state include NH16, NH9, NH 221 and NH 202. There are several State Highways, the important ones being, SH1 (Hyderabad Secunderabad–Karimnagar); SH2 (Narkatpally–Nalgonda–Miryalguda) and SH7 (Devarapalli – West Godavari – Tallada – Khammam). National Highways Authority of India (NHA) plans to take measures to improve road connectivity in the backward regions of Telangana.

The districts of Telangana are well connected by rail network that run all across the state. Apart from a well-developed inter-state rail route it also has an intra-state rail route. Since the state was earlier part of Andhra Pradesh, the major cities of Telangana are already connected with the important cities of India. The landmark building Rail Nilayam in Secunderabad is the Zonal Headquarter office of South Central Railway. Secunderabad and Hyderabad are the main divisions of South Central Railway that fall in the state. The state is aiming at fast tracking the pending rail projects and upgrade train stations. The Telangana government has also planned to set up rail lines from Manoharabad to Kothapalli and Peddapalli to Nizamabad.

Other Categories of Infrastructure:

MICE (Meetings, incentives, conferencing, exhibitions):

Telangana particularly Hyderabad has a competitive advantage in terms of MICE in India. It has HICC (Hyderabad International Convention Center), HITEX exhibition centre, Leonia International Centre for Exhibitions & Conventions (LICEC), VPR Centre for Exhibitions & Conventions and Shilpakala Vedika which offers an outstanding venue of events, exhibitions, meetings and conventions.

List of convention centres in Telangana:

Name of Convention Centere	Location
HITEX Exhibition Centre (Hyderabad International Trade Expositions)	Hyderabad
Hyderabad International Convention Centre (HICC)	Hyderabad
Leonia International Centre for Exhibitions & Conventions (LICEC)	Hyderabad
Ravindrabharathi	Hyderabad
Shilpakala Vedika	Hyderabad
City Convention Centre	Hyderabad
J Convention Centre and Resorts	Hyderabad
R.D Convention Centre	Hyderabad
Nomula Convention	Hyderabad

Tourism Initiatives by State Government:

Regulatory and Policy Initiatives:

The Tourism Policy of Andhra Pradesh, 2010 is applicable to the state of Telangana till the State Government comes up with its own policy. The objectives of the policy are:

- To position the state competitively for attracting private sector investments in the tourism and hospitality sectors.
- To target the incentives to the private sector better as per the state government's priorities in terms of geographical areas and tourism products.

- To focus on maximum generation of employment in the sector through development of human resources by capacity building.

Budget Allocation:

The Telangana State Government has provided the tourism department with a budget INR 4850.77 lakhs in the year 2015-16.

The following allocations have been made under the budget:

- For the purpose of advertising tourist destinations in the state an amount of INR 20 lakhs is allocated in the budget.

Developing tourist destinations:

- Kinnersani reservoir in Palvancha mandal, Khammam District is poised to emerge as a major hub of eco-tourism with the Telangana State Government sanctioning Rs 7 crore for renovation of Kinnerasani sanctuary into a popular tourist destination.
- Towns of Khammam and Warangal will be developed into smart international cities.
- NITI Ayog of Government of India sanctioned a grant of INR 33 crore to develop tourism infrastructure at Nagarjuna, Sagar, Karimnagar, Ramappa, Kinnersani, Kothagodem and Gajwel.
- The State Government has announced INR100 crores for developmet of Yadagirigutta devasthanam on the lines of TTD. This project aims at development of Narasumha Abhyaranyan in 400 acres besides construction of parks, marriage halls, meditation centres, Veda patashala and cottages in another 1600 acres.
- Rural tourism projects have been identified in Telangana, by the Ministry of Tourism, Government of India are Pochampally Rural Tourism Project, Nalgonda, Nirmal Rural Tourism project, Adilabad, Cherial Rural Tourism Project and Pembarthi Rural Tourism Project Warangal.
- The Telangana tourism department has identified 60 ancient ghadis (palatial houses) of zamindars and forts scattered across the state to acquire and develop into tourist spots. The department is currently in talks with the ASI to take forward the plan.
- “Telangana Kala Bharati” at Hyderabad and “Kaloji Kala Kendram” at Warangal have been proposed for construction to promote culture and to provide world class facilities.
- Business District & Trade Towers are being set up to promote MICE tourism in the state as a Public Private Partnership model, the cost of the project being INR 5290 crore.

Innovative Practices for Tourism Poromotion:

- Adventure and Eco Tourism:* TSTDC is organizing adventure clubs at Bhongir Fort for rock climbing activities and trekking, adventure jeep ride into the forest at Kawal Wildlife Sanctuary, Jannaram in Adilabad District.
- The state has developed jungle resorts on the Telangana-Maharashtra border.
- Cruises:* TSTDC owns the largest water fleet about 95 which comprises small and big boats — when compared with any other Tourism Corporation. The corporation operates leisure based cruises and water sports at different lakes and rivers of the State. Parasailing activity at Hussain Sagar, etc., are very popular for leisure cruises apart from American phontoon boats.
- Bathukamma Bathukamma, the state festival of Telangana is unique floral festival attracts tourists from all over the country and has become an annual feature. Telangana State Government released an amount of INR 10 crores for conduct of this festival in 2014 and plans to conduct this festival on a grand scale every year.
- Tour packages on the eve of Bathukamma were launched by TSTDC and steps are being taken to attract tourists from all over the country for this unique floral festival.
- TSTDC has launched a Nizam Palaces tour package covering Falaknuma and Chowmahalla palaces a Hyderabad by Night daily tour covering Sound & Light show at Golconda Fort and Taramati Baradari.

CONCLUSION:

Tourism has become the second highest foreign exchange earner next only to oil. It provides not only foreign exchange but also brings various socio-economic benefits to the tourists receiving country. The impact of tourism on national economy is becoming increasingly important today because of the growing size of the tourist market. Telangana as an agriculturally rich and productive state has been emerging as the best repository of tourist resources. In the state, several efforts have been made to encourage tourism but these efforts lacked proper perspective, planning and focus. The state government has adopted many development

strategies to promote tourism in the state. Telangana Tourism Department has brought in a number of new tourism products and initiated many new schemes for tourism development. However, the department is focusing more on the development of mixed tourist destination circuits rather than giving attention to a specific or focused tourist circuit.

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